

FIGURE 1

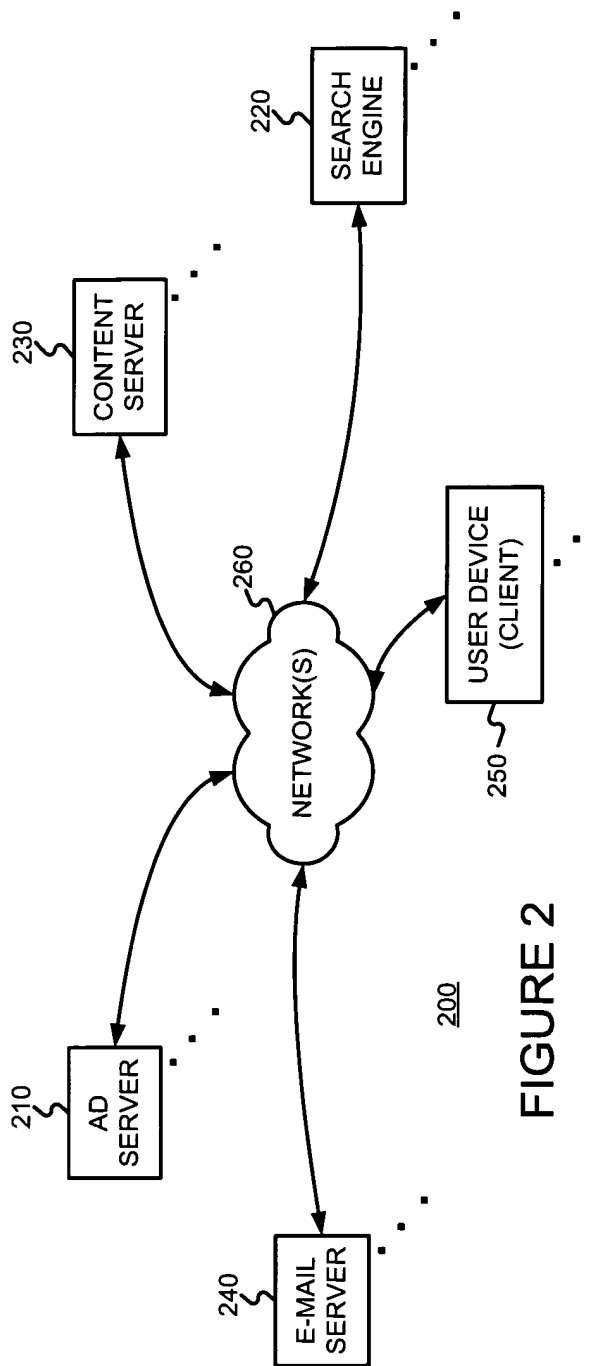
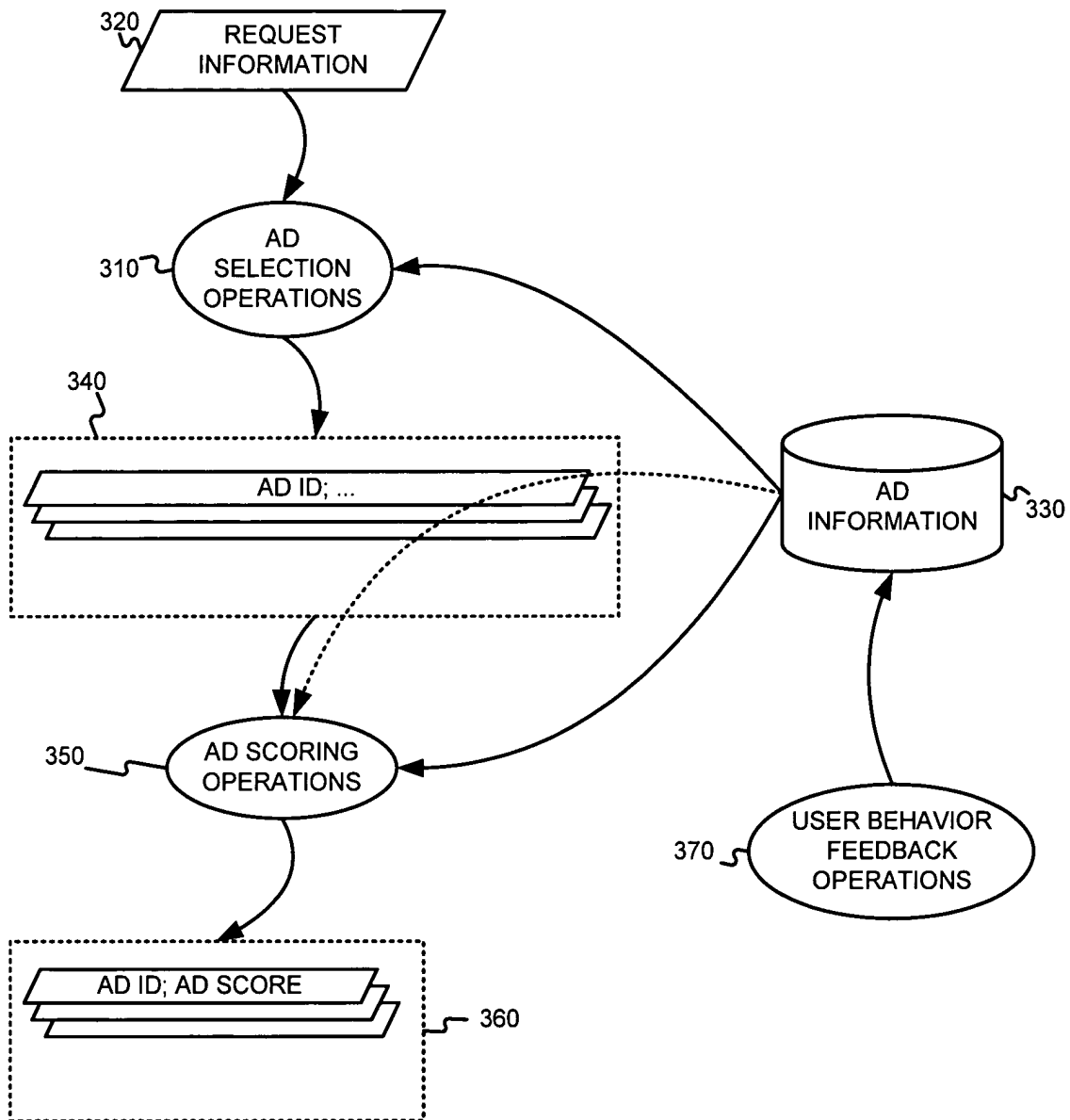
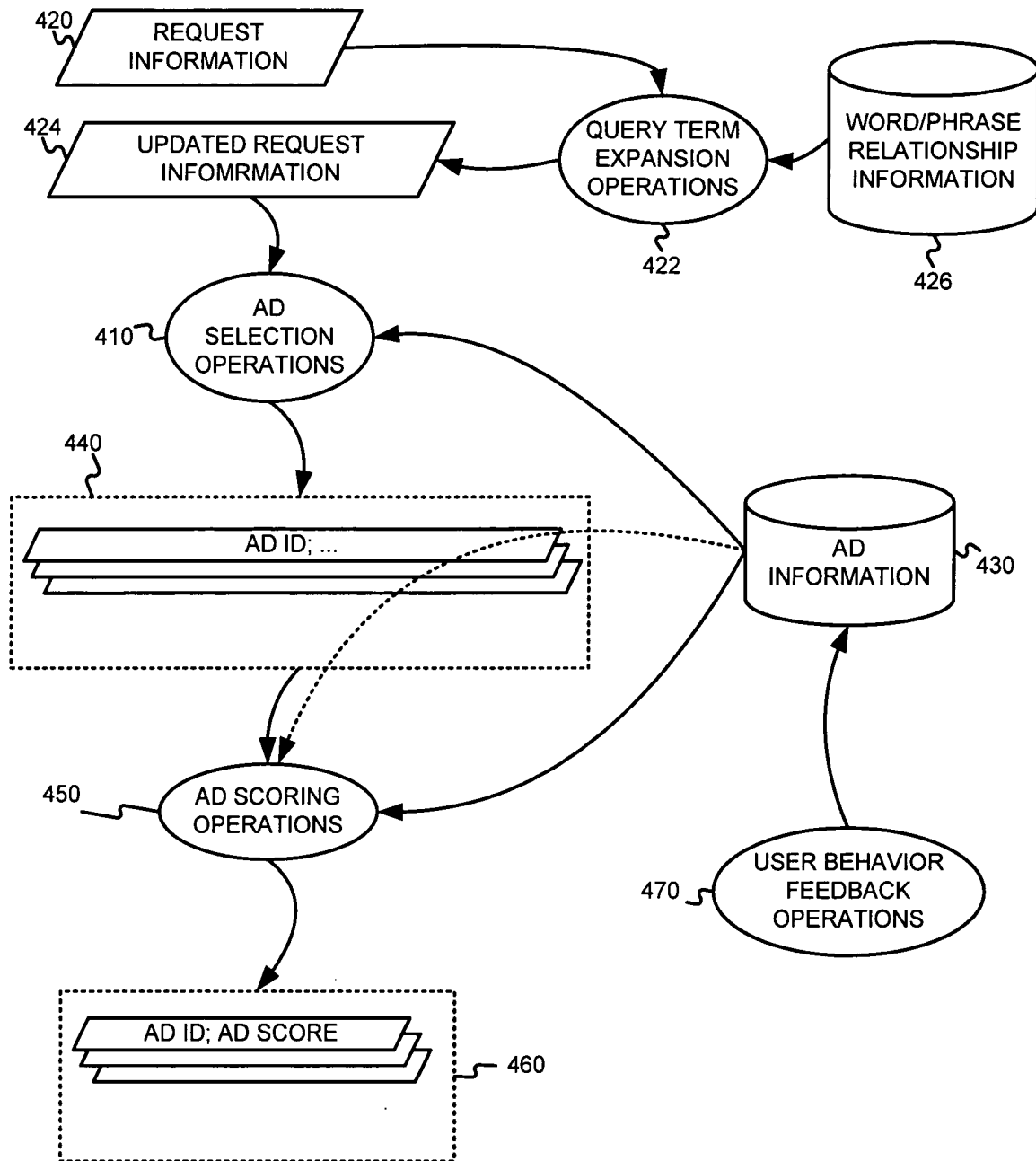


FIGURE 2



300

FIGURE 3



400

FIGURE 4

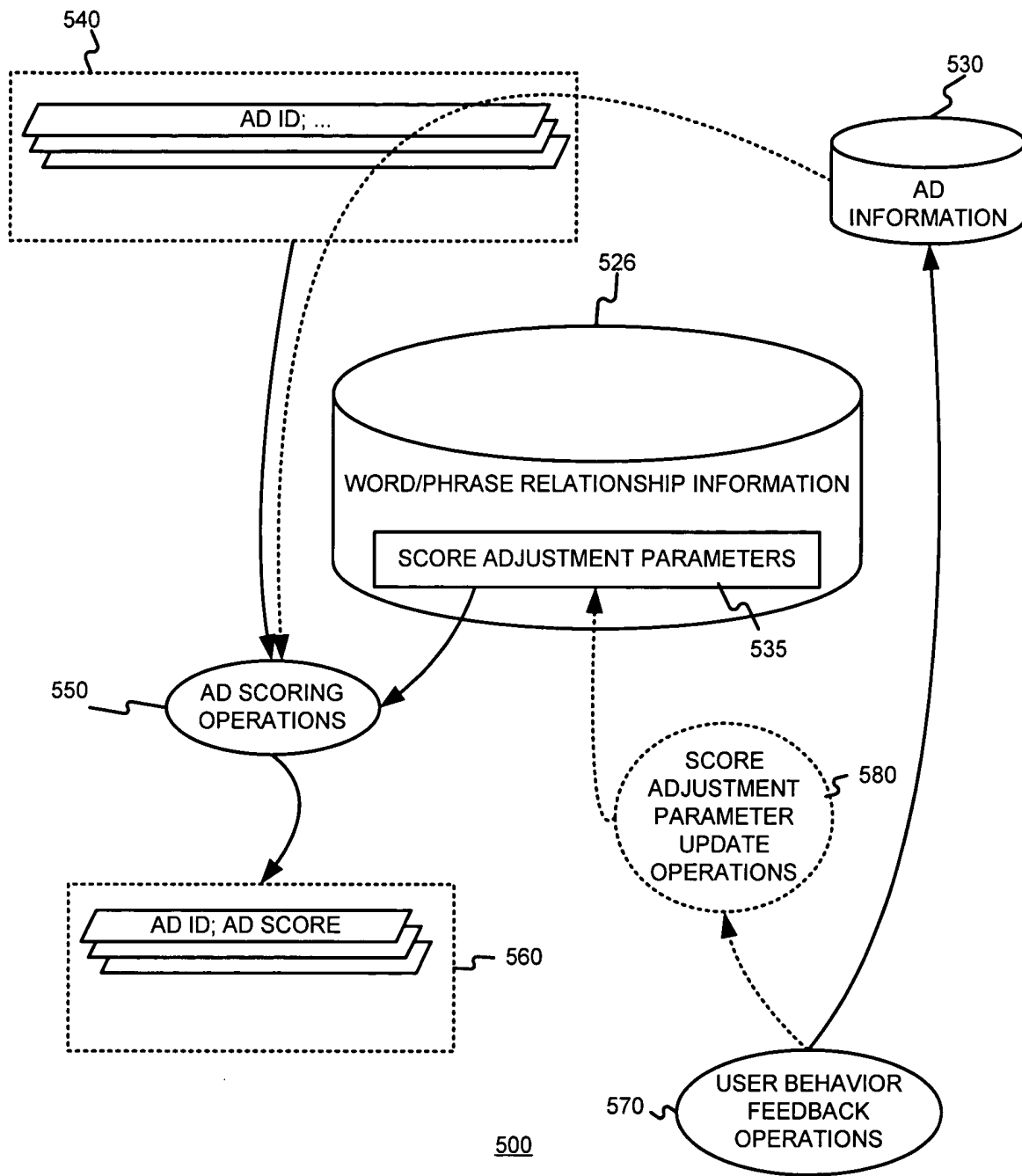
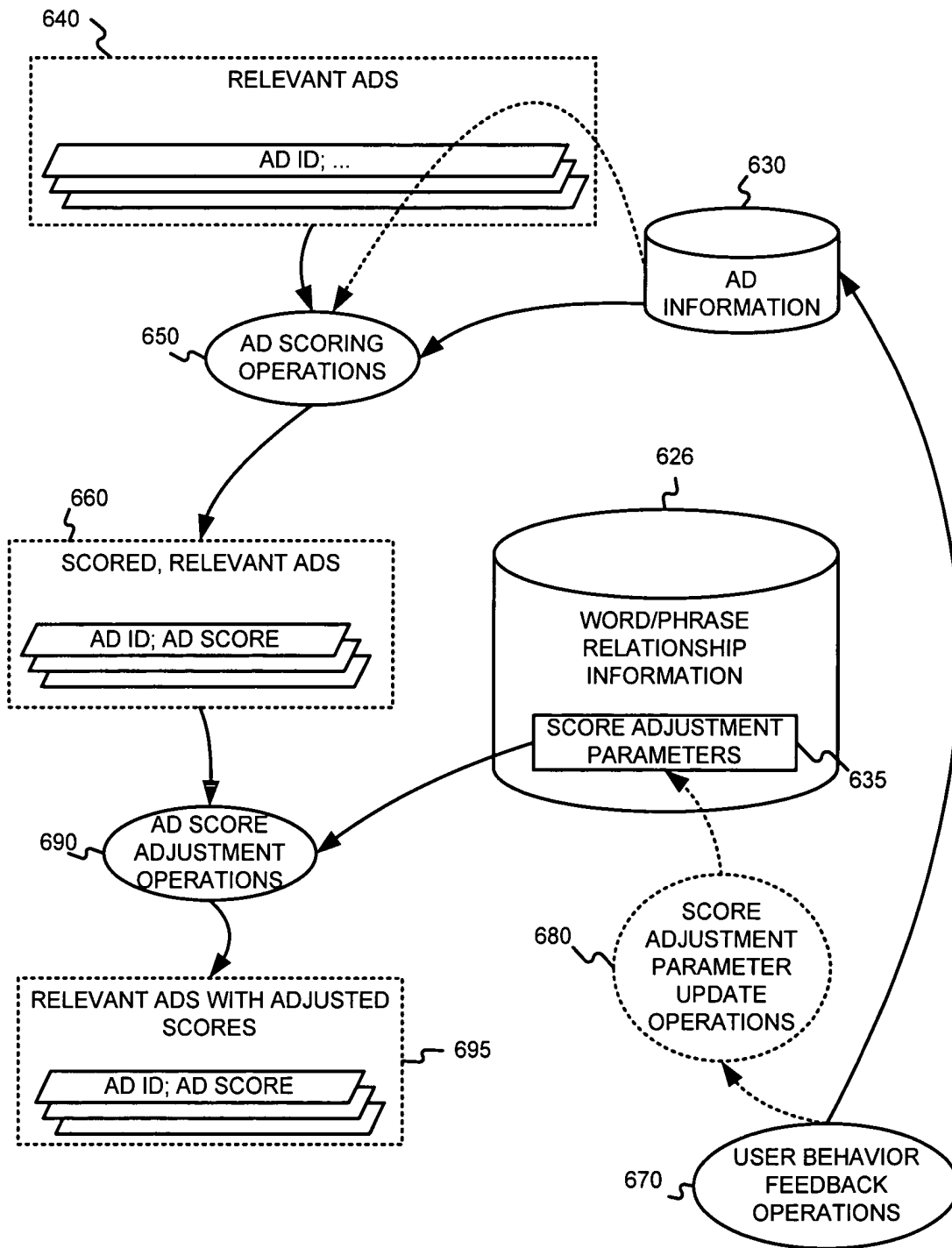


FIGURE 5



600
FIGURE 6

FIGURE 7

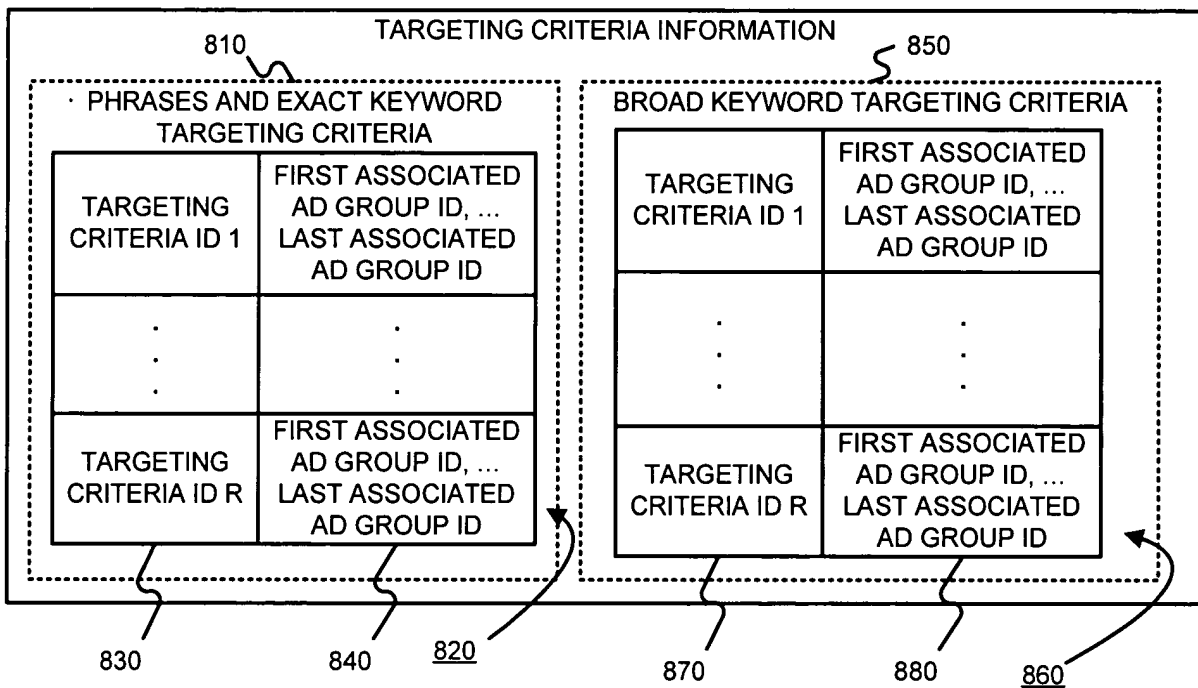
426'

ID (WORD 1)	{ID (FIRST RELATED WORD, WEIGHT)}, ... , {ID LAST OR Nth RELATED WORD, WEIGHT}
⋮	⋮
ID (WORD T)	{ID (FIRST RELATED WORD, WEIGHT)}, ... , {ID LAST OR Nth RELATED WORD, WEIGHT}

720

730

710



800

FIGURE 8

FIGURE 9

900

AD GROUP 1	FIRST ASSOCIATED AD ID, ... LAST ASSOCIATED AD ID
⋮	⋮
AD GROUP S	FIRST ASSOCIATED AD ID, ... LAST ASSOCIATED AD ID

920 930 910

FIGURE 10

1000

AD ID	AD INFORMATION	...	MATCH TYPE	...	SCORE ADJUSTMENT PARAMETER
⋮	⋮	⋮	⋮	⋮	⋮

1020 1030 1040 1050 1010

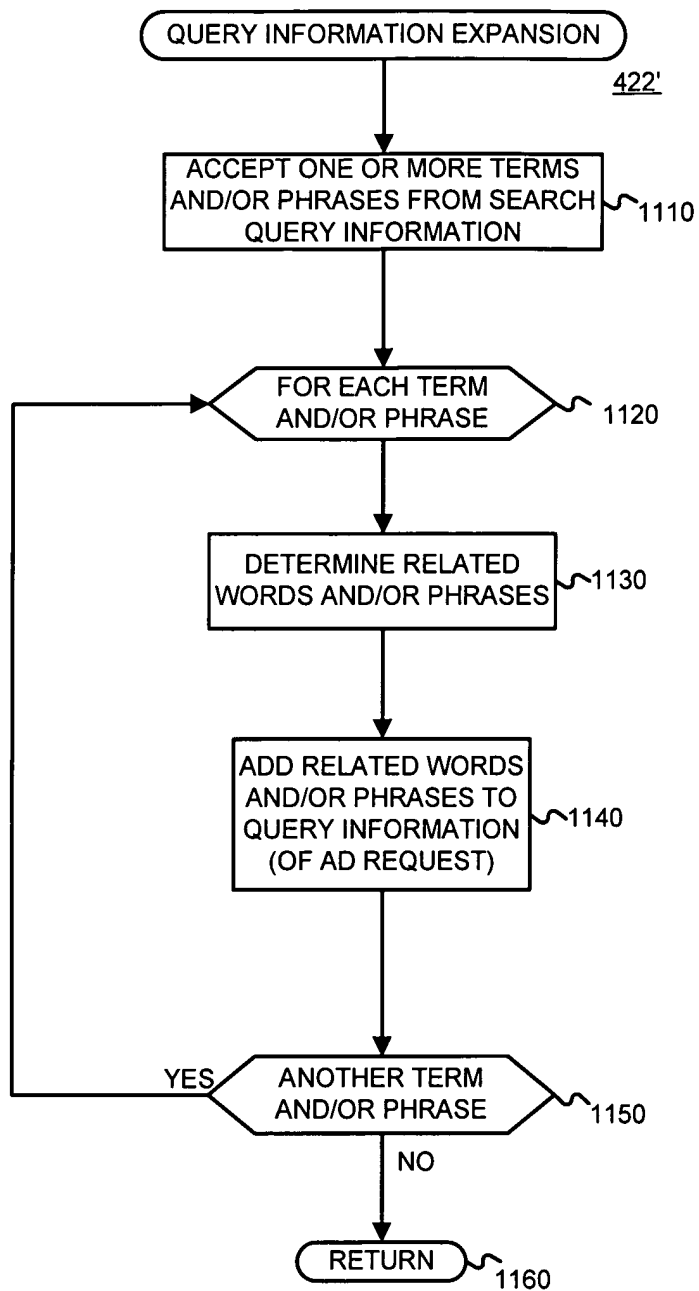


FIGURE 11

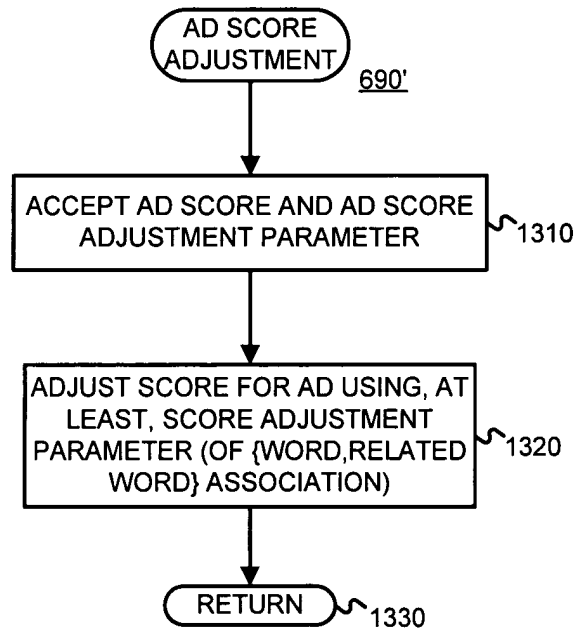
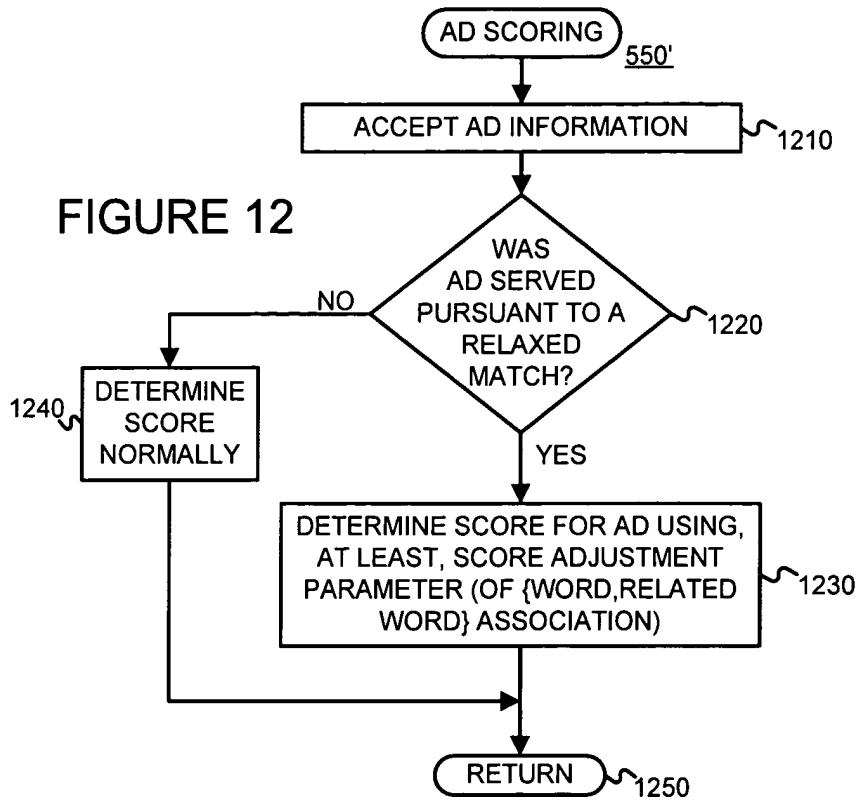


FIGURE 13

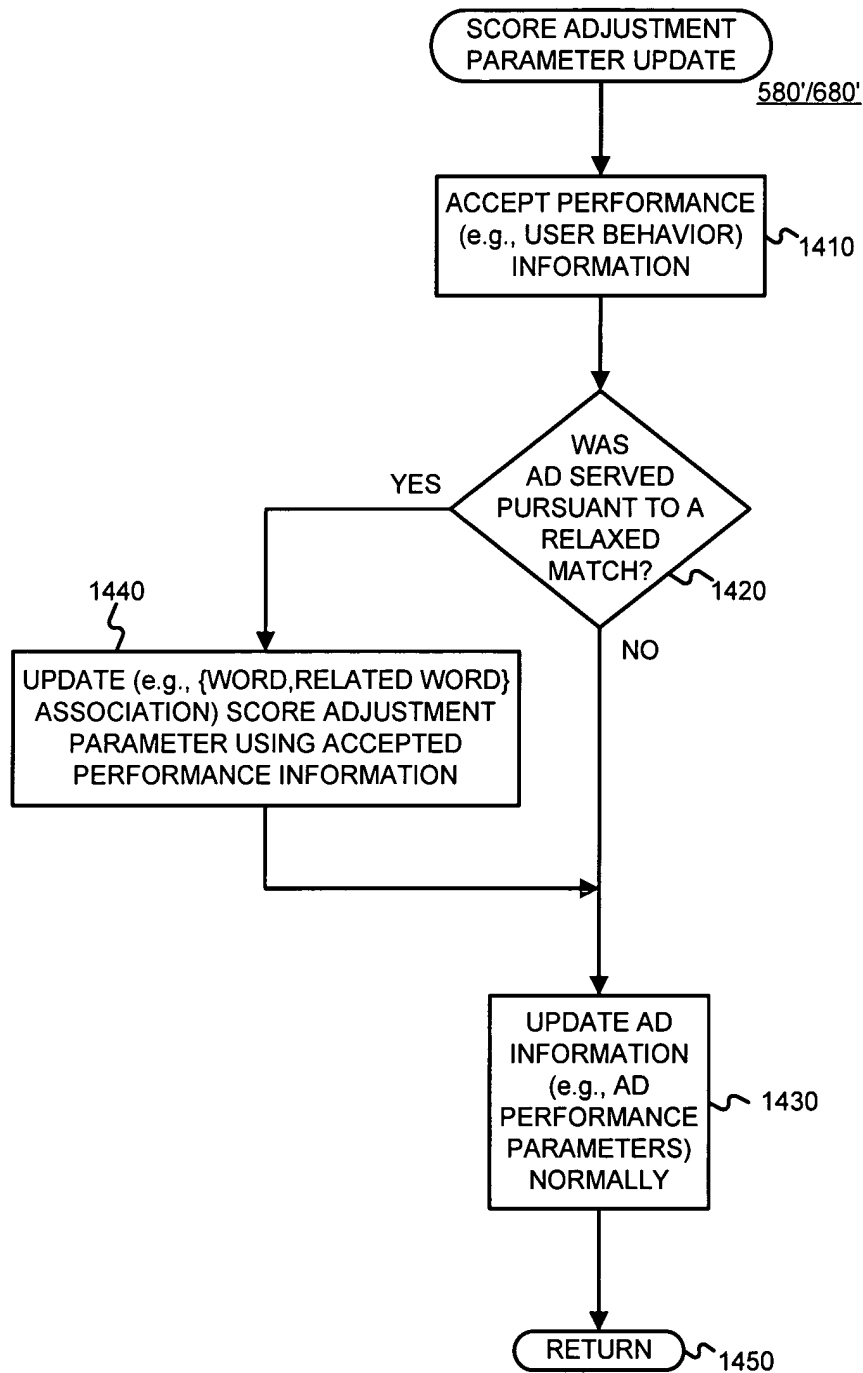


FIGURE 14

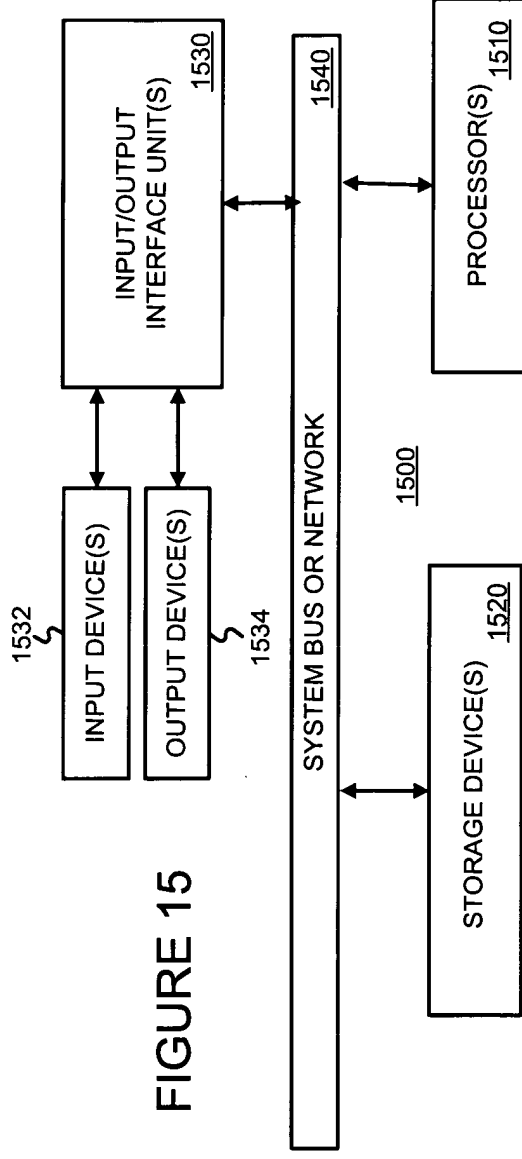
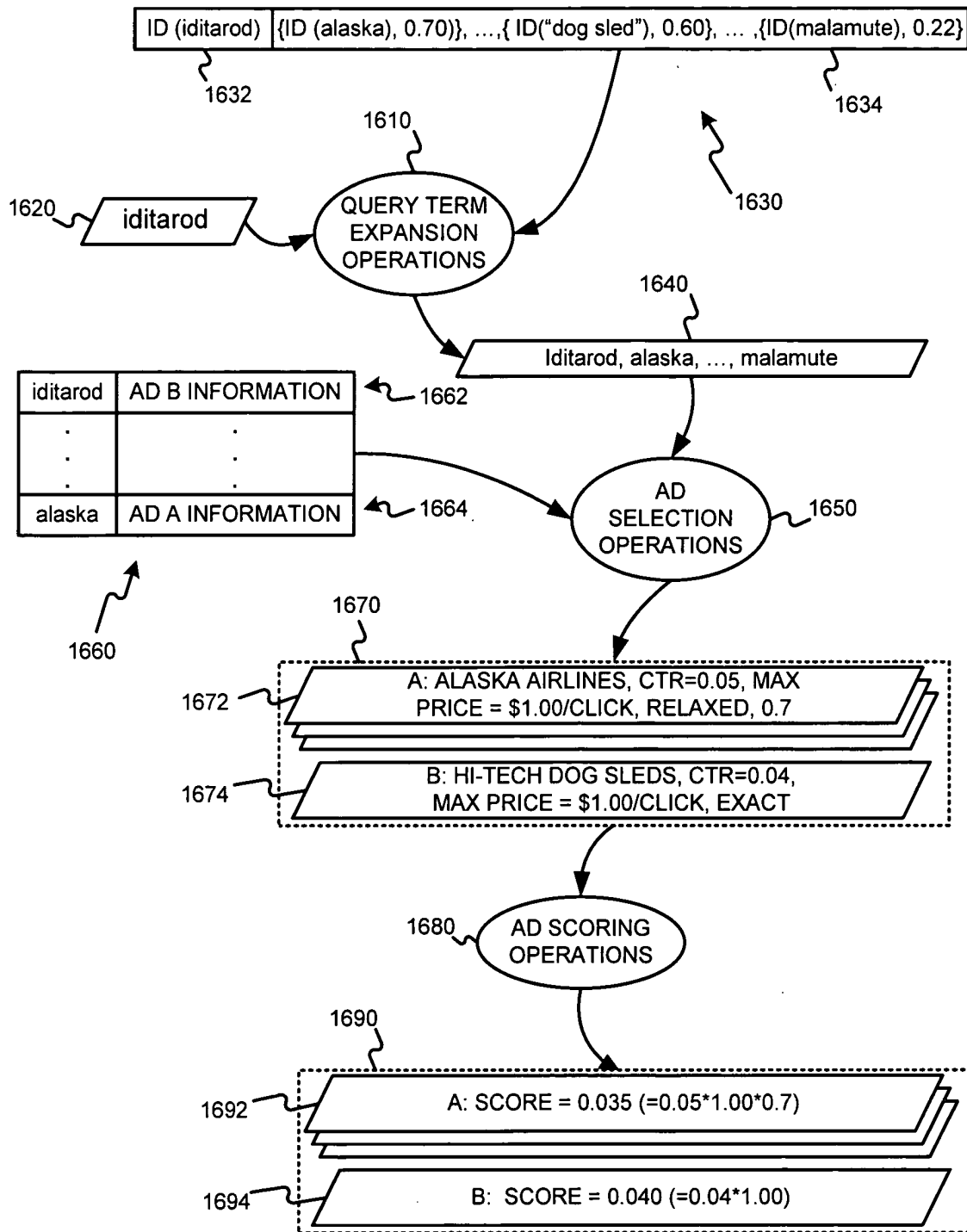


FIGURE 15



1600

FIGURE 16